



## News release

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Believing in a goal can move mountains:

### **Experts Conquer Parasites Just as Sir Edmund Hillary Once Conquered Mount Everest**

International launch of new animal health product in New Zealand

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**Christchurch (New Zealand) / Leverkusen** – Sir Edmund Hillary was the first person to conquer Mount Everest. What does it take to accomplish such a feat? In addition to good physical fitness and a high level of motivation one needs a clear goal, which is exactly what the experts from Bayer HealthCare had when they began working on a new deworming product for cats. Never losing sight of the goal, their long “march” ultimately led to the development of a new animal health care product on the basis of two active ingredients. One of these is new, and Bayer HealthCare’s Animal Health Division has become the first company to use it in an animal health product: Profender®. From now on the new dewormer will be launched in Europe within the next six months.

At the International Conference<sup>1</sup> of the World Association for the Advancement of Veterinary Parasitology (WAAVP) in Christchurch, New Zealand, the scientists Dr. Christian Epe (Hanover Veterinary College, Germany) and Craigh Reinemeyer, Ph.D. (East Tennessee Clinical Research, U.S.A.) presented test results and field studies affirming the impressive performance of this product to over 600 of their colleagues from all over the world at one of the conference symposiums.

The company is heralding a new era in deworming with this innovative animal health product. After more than 20 years, Bayer has thus succeeded in developing a new

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<sup>1</sup> Reference: <http://www.waavp2005.org.nz/>

anthelmintic from a new class of chemical compounds. Designed as a spot-on preparation with two active ingredients, Profender<sup>®</sup> is the first prescription-only product for topical application providing comprehensive deworming of all relevant endoparasites in just one treatment step. This new product underscores Bayer HealthCare's status as an inventor company. The active ingredient praziquantel, the effectiveness of which has been recognized around the world for the past 30 years, has already set standards in the fight against parasites in companion animals and agricultural livestock – and even in human beings. The second active ingredient, emodepside, comes from a new class of active substances. Discovered in Japan, its full potential was first recognized and tapped for the development of an animal health product by Bayer's Animal Health Division.

The “inventor” of the drug, Professor Achim Harder from the Research & Development department of Bayer HealthCare's Animal Health Division, explained the novel mode of action and the long path to approval at the WAAVP Profender<sup>®</sup> symposium. The succinct and somewhat unscientific objective for the researchers working on this project was: Make it stress-free and easy to use!

“The new deworming product for cats is an especially good example of how our products help animals and benefit our customers. As an alternative to deworming tablets, we have now developed an easy, stress-free and efficient treatment method which is quick and convenient to administer for both veterinarians and animal owners. This is true ‘Science For A Better Life,’” commented Dr. Norbert Mencke, Head of Technical Service for Companion Animals at Bayer HealthCare.

Sir Edmund Hillary who conquered Mount Everest, and later the South Pole, the most famous living New Zealand adventure hero, gave a welcome speech at the Bayer Reception following the WAAVP Profender Symposium. In his book “View from the summit” he expressed his ambitious goal with the words: “For the first time on the whole expedition I had the confidence that we were going to get to the top.” – And as we all know, he made it!

### **About Bayer HealthCare AG**

Bayer HealthCare AG, a subsidiary of Bayer AG, is one of the world's leading, innovative companies in the health care and medical products industry. In 2004, the Bayer HealthCare subgroup generated sales amounting to some €8.5 billion.

The company combines the global activities of the divisions Animal Health, Biological Products, Consumer Care, Diabetes Care, Diagnostics and Pharmaceuticals.

